

DEPARTMENT OF PLANNING
STAFF REPORT

PLANNING COMMISSION PUBLIC HEARING

DATE OF HEARING: April 28, 2010

ZMOD 2008-0010 – Ashburn Village Shopping Center Comprehensive Sign Plan

DECISION DEADLINE: Extended to July 20, 2010

ELECTION DISTRICT: Broad Run

PROJECT PLANNER: Stephen Gardner

EXECUTIVE SUMMARY

Saul Holdings Limited Partnership of Bethesda, Maryland has submitted an application for a special exception to modify the applicable provisions of Section 5-1204 of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number, size, height, location, and illumination of signs. The property is being developed pursuant to ZMAP 1984-0007 and ZMAP 1984-0329, Ashburn Village, in the PD-H4 (Planned Development-Housing) zoning district. The property is located within the AI (Airport Impact) Overlay District, outside of but within one (1) mile of the Ldn 60 aircraft noise contour. The modification to the sign regulations applicable to a Planned Development District is authorized by special exception under Section 6-1511(B)(5) and is reviewed in accordance with Section 5-1202(E). The subject property is approximately 27.4 acres in size and is located on the west side of Ashburn Village Boulevard (Route 2020), on the north side of Gloucester Parkway (Route 2150), and on the south side of Christiana Drive (Route 2019), at 44031, 44050, 44051, 44061, 44065, 44071, 44110, 44111, 44131, and 44151 Ashburn Shopping Plaza, Ashburn, Virginia, in the Broad Run Election District. The property is governed by the policies of the Revised General Plan (Suburban Policy Area (Ashburn Community)) which designate this area for Residential uses, and recommend residential development at densities up to 4 dwelling units per acre.

RECOMMENDATION

Staff is unable to support approval of this application at this time. Outstanding issues include the total number of in-line / endcap tenant signage, 2nd floor tenant / building identification signage, directional signage, and real estate monument signage as well as the elimination of ground-mounted signage for free-standing restaurants and free-standing single tenant buildings. Staff recommends the application be referred to Work Session for additional discussion.

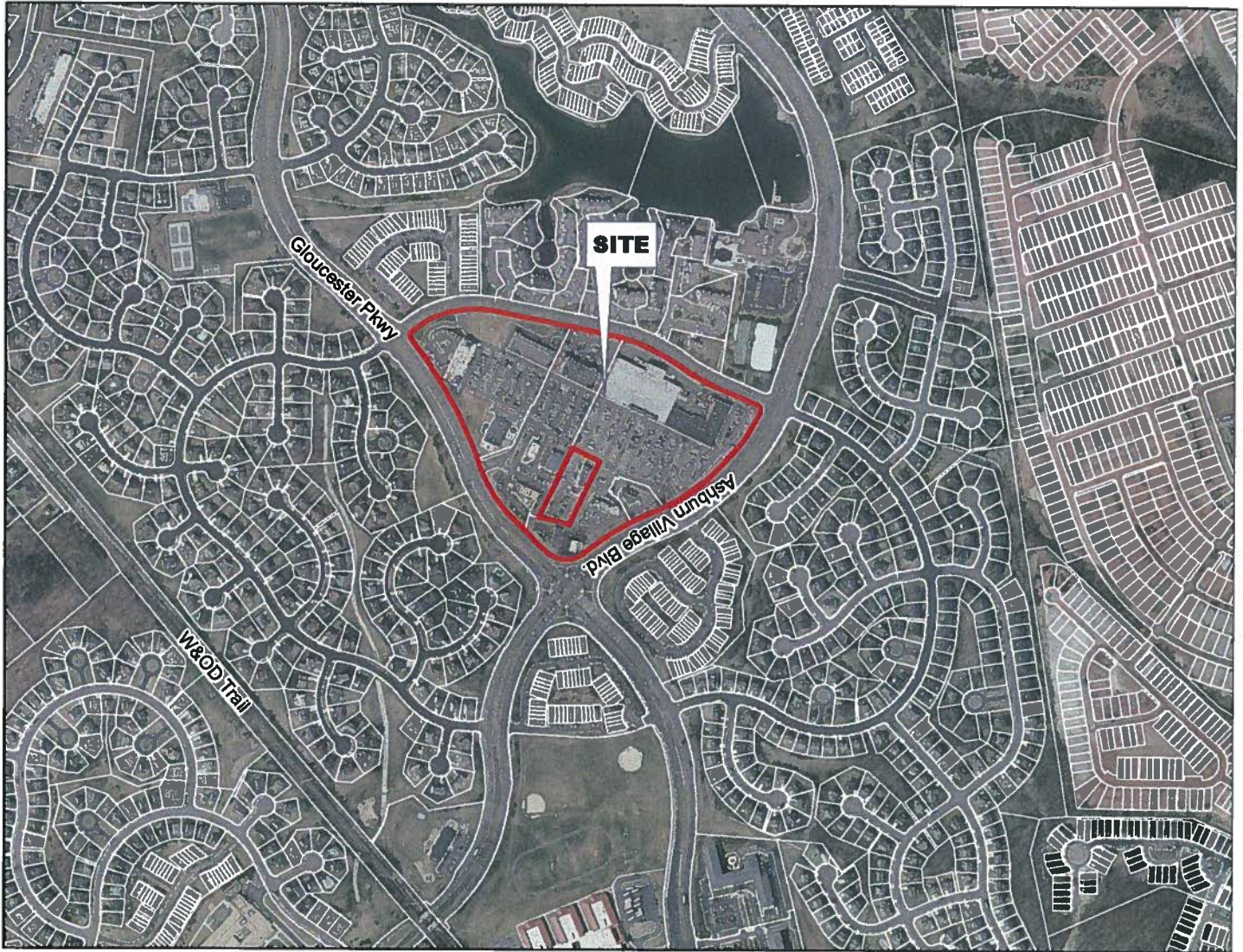
SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2008-0010, Ashburn Village Shopping Center Comprehensive Sign Plan, to a Planning Commission Work Session for further discussion.

OR,

2. I move an alternate motion.

VICINITY MAP



Directions:

From Leesburg, take Route 7 east to Ashburn Village Boulevard. Turn right onto Ashburn Village Boulevard. The subject property will be on the right just before the intersection with Gloucester Parkway. Access is via Ashburn Village Boulevard or Gloucester Parkway.

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I. APPLICATION INFORMATION

APPLICANT Saul Holdings Limited Partnership
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Bethesda, MD 20814-6522
301-986-6122

REPRESENTATIVE Cooley Godward Kronish LLP
Attn: Jeff Nein
11951 Freedom Drive
Reston, VA 20190-5601
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APPLICANT'S REQUEST A Zoning Ordinance Modification for a Comprehensive Sign Plan

LOCATION Northwest quadrant of the Ashburn Village Boulevard / Gloucester Parkway intersection.

TAX MAP/PARCEL #s /62/E/3//70A1B MCPI: 085-10-4384
/62/E/3//70A1A MCPI: 085-20-4208
/62/E/370A1A1A MCPI: 085-29-9611
/62/E/5//70B1A MCPI: 085-29-7520

ZONING PD-H4 (Planned Development – Housing); administered as PD-CC-CC (Planned Development – Commercial Center – Community Center)

ACREAGE OF SITE 27.4 acres

SURROUNDING ZONING / LAND USES

	ZONING	PRESENT LAND USES
North	PD-H4	Single-Family Attached; Multifamily
South	PD-H4	Single-Family Detached; Single-Family Attached
East	PD-H4	Single-Family Detached
West	PD-H4	Single-family Detached; Single-Family Attached

II. SUMMARY OF DISCUSSION

Topic	Issues Reviewed and Status
Comprehensive Plan	<ul style="list-style-type: none"> • Conformance with <u>Revised General Plan</u>. Status: Unresolved. The collective impact of modifications to individual sign types will result in a total number of signs that is inconsistent with both the Residential designation and the intent of the shopping center to serve as the service-area based neighborhood center envisioned by the <u>Countywide Retail Policy Plan Amendment</u>. • Eliminate free-standing monument signage for individual restaurant pad sites (Exhibit 3A) and free-standing single tenant buildings (Exhibit 4A). Status: Unresolved. A maximum of three (3) signs are proposed for free-standing restaurant pad sites and free-standing single tenant buildings, one of which may be a ground-mounted monument sign. Given the application proposes five (5) monument entrance signs, six (6) real estate monument signs, free-standing signs for the day care center and automotive service station, monument signs for restaurants and free-standing single tenant buildings should be eliminated. • Reduce the number of subtenant signs (Exhibit 2A) for the anchor tenant (i.e. Giant). Status: Resolved. The aggregate sign area for an anchor tenant has been reduced from 450 square feet to 250 square feet, and the total number of signs has been reduced from eight (8) to six (6). Subtenant signs were reduced from five (5) to two (2). • Reduce both the individual sign area and aggregate sign area of restaurant drive-through signs (Exhibit 3B), which, as proposed, are five times larger than what the Ordinance would allow. Status: Unresolved. The proposed individual sign is proposed as seventy-five (75) square feet, and the proposed aggregate sign area is proposed as 150 square feet. • Reduce the total number of Directional Signs (Exhibit 7B); specify a maximum number for the Property or a maximum number per pad site. Status: Unresolved. • Reduce the total number of Real Estate Signs (Exhibit 8A). Status: Unresolved. Up to six (6) free-standing Real Estate Signs may be allowed at any one time, which is excessive. • Limit the number of in-line (Exhibit 2B) and endcap (Exhibit 2C) building-mounted tenant signs to one (1) sign per tenant per façade; restrict signage on the rear of buildings. Status: Unresolved. Two (2) building-mounted signs are proposed for in-line tenants and a total of three (3) building-mounted signs are proposed for endcap tenants. • Reduce the total number of second-story signage (Exhibits 2E and 2F); eliminate one of two sign categories. Status: Unresolved.

Zoning	<ul style="list-style-type: none"> • Submit a Comprehensive Sign package that is inclusive of all parcels located within the center. Status: Not an Issue. A 1.3 acre parcel, currently occupied by a Burger King restaurant, is not owned by the Applicant. All of other parcels under the Applicant's control are subject to the application. • Consolidate primary and secondary entrance signs as the Ordinance does not differentiate between the two. Status: Resolved. • Reduce the total number of directional signs and specify a maximum number of directional signs that may be on-site at any one time. Status: Unresolved. Sign Type 7B allows for four (4) directional signs per tenant, a number that may become excessive particularly in a multi-tenant building. • Reclassify directional signs as miscellaneous directional signs, on-site, pursuant to Section 5-1204(D)(7)(h). Status: Unresolved. The modification, as proposed, is to the PD-H District, which is incorrect as this parcel is administered as PD-CC-CC. • Clarify the intent behind requesting multiple sign types for the same pad (restaurant, child care center, auto service station, etc. signs are all being requested for the same pad); eliminate duplicate requests as only one sign type is permitted for each building pad. Status: Resolved; notations have been included stating only one sign type may be permitted per pad site at any one time. • Specify a maximum number of real estate signs. Status: Resolved. The application has been revised to specify a maximum of six (6) real estate signs at any one time. • Remove all temporary signs as they are not permitted by the <u>Revised 1993 Zoning Ordinance</u> for commercial uses. Status: Resolved. Temporary signs that included balloons, banners, pennants, and inflated devices have been removed from the application. • Include lighting details for all signs intended to be "internally or externally illuminated." Status: Resolved. A note stating compliance with lighting standards which restrict glare on public roadways and adjoining properties has been included.
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III. CONCLUSIONS

1. When considered collectively, the application proposes signage that is not indicative of a "service area-based retail" center but rather a center that caters to and is reliant upon the motoring public.
2. The sign modification establishes standards for the location, size, number, illumination, and color of proposed signage for the Ashburn Village Shopping Center.
3. The number and types of ground-mounted monument signage proposed for both free-standing pad sites as well as Real Estate identification signage is not consistent with the Residential designation and may not be compatible with proximate single-family attached and detached dwelling units.

IV. CONDITIONS OF APPROVAL – April 7, 2010

Should the application be considered further, staff recommends the following conditions of approval:

1. Signs shall be provided in substantial conformance with the “Ashburn Village Shopping Center Comprehensive Sign Plan,” dated November 24, 2008, revised February 26, 2010, prepared by LandDesign.
2. Sign materials, colors, size, height, location, number, and lighting shall be provided in substantial conformance with the “Ashburn Village Shopping Center Comprehensive Sign Plan,” dated November 24, 2008, revised February 26, 2010, prepared by LandDesign.
3. Landscaping shall extend around the base of each monument sign a minimum of three feet (3') and shall consist of low-lying shrubbery and/or flowering plants. The use of native species shall be encouraged. All landscaping shall be maintained in good condition.
4. No animation, neon, or moving lights shall be permitted. Signs shall be illuminated internally only and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways.
5. Individual signs shall be maintained in good condition.

V. PROJECT REVIEW

A. CONTEXT

On December 11, 2008, the County accepted, on behalf of Saul Holdings Limited Partnership, a request for Zoning Ordinance Modification (ZMOD) to implement a Comprehensive Sign Package, modifying the permitted number, size, height, location, and illumination of signage. The Comprehensive Sign Plan applies to the Ashburn Village Shopping Center, a community serving, neighborhood shopping center, anchored by a Giant Grocery Store, located within the Ashburn Village. The site is located in the northwest quadrant of the Ashburn Village Boulevard / Gloucester Parkway intersection and is accessible by both and by Christiana Drive.

The Ashburn Village was approved in April 1986 pursuant to ZMAP1984-0007 and ZMAP 1984-0329. Site plans STPL 2000-0027 and STPL 2001-0071 were approved in June 2000 and January 2002 respectively and allowed for the construction of the retail center and six (6) retail pad sites. STPL 2000-0039, Ashburn Tire Center, was approved in February 2001 and allowed for the construction of a 5,400 square foot automotive service center. With the exception of one pad site, which remains undeveloped, the center is completely built-out with a number of retail and service oriented uses.

B. SUMMARY OF OUTSTANDING ISSUES

Outstanding issues include:

- 1. *Specification that in-line (Exhibit 2B) and endcap tenant (Exhibit 2C) building-mounted signage will be limited to one (1) sign per tenant per façade.*** The Applicant has requested two (2) building-mounted signs per in-line tenant and three (3) building-mounted signs per endcap tenant using the justification that a total of three (3) signs per tenant are allowed by-right by the Revised 1993 Zoning Ordinance. Though the Ordinance does allow three (3) total signs per tenant, it limits signage to one (1) per façade. As requested, the application would allow for either more than one sign per façade or signage on the rear of the building. Staff recommends a limitation of one (1) sign per tenant per pedestrian façade with no signage on the rear of the structure.
- 2. *Reduction of the maximum number of second floor tenant signage (Exhibit 2E) and elimination of either the 2nd Floor Tenant signage or the 2nd Floor Building Identification Signage (Exhibit 2F).*** The Applicant has limited the total number of signs allowed on the second floor of a two-story building from one (1) sign per tenant and two (2) building identification signs to a maximum of six (6) signs between the two categories combined. When considered collectively with the request for two (2) building-mounted signs for an in-line first floor tenant and three (3) building-mounted signs for an endcap first floor tenant, the total amount of building-mounted signage becomes excessive.
- 3. *Eliminate ground-mounted monument signs for free-standing restaurant uses (Exhibit 3A) and free-standing single tenant buildings (Exhibit 4A).*** A total of three (3) signs per free-standing restaurant and free-standing single tenant building, one of which may be a ground-mounted monument sign, has been proposed. The Applicant has stated as justification that such is allowed by-right by the Revised 1993 Zoning Ordinance and existing users (i.e. Ruby Tuesday) currently have monument signs in place. Though both points are correct, Staff notes that provisions for ground-mounted signage for restaurants will be in addition to five (5) primary and secondary identification signs and six (6) real estate monument signs. The proliferation of signage along roadways, combined with an increase in aggregate square footage, is incompatible with the area's Residential designation and inconsistent with the intent of the shopping center to serve as service-area based retail.
- 4. *Reduce both the individual and aggregate sign area for Restaurant Drive-Through Menu Signs (Exhibit 3B).*** Two (2) restaurant drive-through menu signs are proposed with an individual sign area of seventy-five (75) square feet and an aggregate area of 150 square feet, an amount five times the Ordinance standard. The Applicant has responded to this issue by reducing the height of the signs from ten-feet (10) to eight-feet (8) and clarifying the individual sign area, previously unspecified. However, no change to the aggregate sign area has been proposed.

5. ***Reduce the number of Directional Signs (Exhibit 7B) and specify a maximum number of signs per pad site rather than per tenant; reclassify as miscellaneous directional signs, on-site.*** The application proposes four (4) community directional signs per tenant with no limitation on the maximum number of signs at any one time. The open-ended nature of this request may become excessive and result in visual clutter.
6. ***Reduce the total number of Real Estate monument signs (Exhibit 8A).*** The Applicant has proposed to limit the number of Real Estate monument signs from no more than two (2) per in-line tenant and one (1) per free-standing building to a maximum of six (6) signs at any one time. The Applicant has further limited the number of monument signs to no more than three (3) per any single public right-of-way. Again, when considered collectively with the total number of ground-monument signs proposed for free-standing restaurants and free-standing single tenant buildings as well as the total number of entrance identification signs, day care center signs, and automotive service center signs, the total number of signs may be excessive and result in visual clutter.

C. OVERALL ANALYSIS

ZONING

The application is governed by the Revised 1993 Loudoun County Zoning Ordinance ("Ordinance"). The property is currently zoned PD-H4 (Planned Development – Housing), administered as PD-CC-CC (Planned Development – Commercial Center – Community Center).

Issues considered by Zoning Administration include the following: 1) Revision of all zoning ordinance citations to reference the property as being administered as PD-CC-CC, not PD-CC-RC (Planned Development – Commercial Center – Regional Center); 2) The consolidation of primary and secondary entrance signs as the Ordinance does not distinguish between the two signs types; 3) Clarification of the intent behind requesting multiple signs types, reflective of differing uses, for the same pad; 4) Removal of all temporary signs (i.e. balloons, banners, pennants, inflated devices, etc.) as such signs are not permitted by the Ordinance; 5) Commitments that community directional signs will not include advertising; 6) Reduction and clarification of the maximum number of both real estate signs and community directional signs; and 7) Submission of a Comprehensive Sign Package that is inclusive of all parcels within the center.

With the notable exception of the request to reduce the total number of community directional signs and the submission of a comprehensive sign package that includes all parcels, all of the issues noted above have been resolved. Regarding the submission of a comprehensive sign package inclusive of all parcels, staff acknowledges that Section 5-1202 (D) states that "...modifications to the sign regulations...shall include the submission of a Comprehensive Sign Package for the Planned Development District that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree." In this instance, one parcel, a 1.3 acre parcel currently occupied by a Burger King restaurant, is not under the ownership of the Applicant and has elected not to participate in this application. As such, staff

acknowledges the Ordinance provision but has not identified this as an outstanding issue as all parcels owned by the Application are included.

Regarding community directional signs, the application proposes four (4) community directional signs per tenant with no limitations on the maximum number specified. The open-ended nature of basing signage on tenants, a number that can easily fluctuate and increase as single-use buildings convert to multi-use buildings, may result in excessive signage and visual clutter. As such, this issue remains outstanding.

COMPREHENSIVE PLAN

The site is governed under the policies of the Revised General Plan (Plan). The site is located in the Ashburn Community of the Suburban Policy Area and is planned for Residential land uses according to the Planned Land Use Map (Revised General Plan, p. 7-23). The policies of the Countywide Retail Policy Plan Amendment (Retail Plan) also apply.

Areas designated as suitable for Residential will include housing as the principal function but are also anticipated to include “business and light/flex industrial uses” to ensure convenient access to support services and local employment. The Revised General Plan envisions that larger residential communities (i.e. the Ashburn Village) will include a commercial component larger than one that would serve a single neighborhood. The Ashburn Village Shopping Center, located at the heart of the Ashburn Village, surrounded by a mix of residential dwelling units, serves this function and is further defined by the Retail Plan as service area-based retail. Service-area based retail is described as neighborhood convenience, neighborhood, and community retail centers that “...provide a community focus while fulfilling the convenience or routine shopping needs...” of the area’s residents. Such centers are not anticipated “...to attract ‘drive-by’ shoppers or function as destination retail.”

In its analysis, Community Planning referenced that the modifications proposed through this application increase the size, location, and number of multiple sign types and appear to cater to the motoring public rather than serve the day-to-day convenience needs of the surrounding community. Specifically and discussed in more detail subsequently, modifications proposed to individual sign types include a number of free-standing signs as well as building-mounted signs that, when considered collectively, represent a proliferation of signage within an area designated as suitable for and developed with Residential uses. The individual sign types noted as outstanding issues are discussed subsequently.

Sign Exhibit 2B: In-line Tenant

	Revised 1993 Ordinance Standard	Proposed Modification
Aggregate Sign Area	60 square feet	100 square feet
Individual Sign Area	2 square feet per linear foot of storefront; 60 square feet maximum	60 square feet
Number of Signs	1 sign per façade; maximum of 3 signs	Maximum of 2 signs per tenant

Exhibit 2C: Endcap Tenant

	Revised 1993 Ordinance Standard	Proposed Modification
Aggregate Sign Area	60 square feet	100 square feet
Individual Sign Area	2 square feet per linear foot of storefront; 60 square feet maximum	60 square feet
Number of Signs	1 sign per façade; maximum of 3 signs	Maximum of 3 signs per tenant

The application proposes two (2) building-mounted signs per in-line tenant, a storefront with one pedestrian façade, and three (3) building-mounted signs per endcap tenant, a corner tenant whose storefront occupies two pedestrian facades. This signage will be in addition to an under canopy sign (Exhibit 2D), increasing the total to three (3) signs for an in-line tenant and four (4) signs for an endcap tenant.

Staff is supportive of the under canopy signage and the increase in the aggregate sign area but finds the provision for more than one building-mounted sign per tenant per façade unwarranted. The Applicant has responded to this issue by stating the Revised 1993 Zoning Ordinance will allow a total of three (3) signs per tenant. This statement is accurate, but the Ordinance also limits signage to one per façade. Only in the instance where a tenant occupies three (3) facades would three (3) signs be permitted. As it applies to the Ashburn Village Shopping Center, the Ordinance would allow three (3) signs per tenant only if one of the signs were placed on the rear of the building. Given the increase in the aggregate sign area and the provisions for an under canopy sign, staff recommends limiting tenant signage to one (1) sign per tenant per façade and further restricting signage on the rear of a building.

Sign Exhibit 2E: 2nd Floor Tenants

	Revised 1993 Ordinance Standard	Proposed Modification
Aggregate Sign Area	60 square feet	Not specified.
Individual Sign Area	2 square feet per linear foot of storefront; 60 square feet maximum	20 square feet per tenant
Number of Signs	1 sign per façade; maximum of 3 signs	Maximum 4 signs per building face; maximum 6 signs overall

Sign Exhibit 2F: 2nd Tenant Building Identification Signage

	Revised 1993 Ordinance Standard	Proposed Modification
Aggregate Sign Area	60 square feet	90 square feet
Individual Sign Area	2 square feet per linear foot of storefront; 60 square feet maximum	45 square feet
Number of Signs	1 sign per façade; maximum of 3 signs	Maximum 2 signs per building

The Application proposes a total of six (6) signs for the second floor of a two-story building, which may be a combination of either tenant signage or building identification signage. Considered individually, such a modification to these sign types would not be an issue. However, when considered collectively with the request for two (2) building-mounted signs for in-line, first-floor tenants and three (3) building-mounted signs for endcap, first-floor tenants, the total number of signs on a building becomes excess. One of the two categories for second floor signage should be eliminated and/or the total number of signs should be reduced.

Sign Exhibit 3A: Restaurant

	Revised 1993 Ordinance Standard		Proposed Modification
	Up to 4,000 square feet	Over 4,000 square feet	Two categories combined
Aggregate Sign Area	60 square feet	120 square feet	Not specified; 200 square feet if two building mounted and one free-standing signs are permitted.
Individual Sign Area	20 square feet for any one sign; 30 square feet for free-standing sign plus 1.5 multiplier	30 square feet for any free-standing sign plus 1.5 multiplier; 60 square feet of any one building mounted sign	60 square feet for building mounted; 100 square feet for free-standing.
Number of Signs	Maximum of 3 signs	Maximum of 3 signs	Maximum of 3 signs

Sign Exhibit 4A: Freestanding Building – Single Tenant

	Revised 1993 Ordinance Standard	Proposed Modification
Aggregate Sign Area	2 square feet per linear foot of storefront; 60 square feet maximum	Not specified; 200 square feet if two building mounted and one free-standing signs are permitted.
Individual Sign Area	60 square feet	60 square feet for building mounted; 100 square feet for free-standing.
Number of Signs	1 sign per façade; maximum of 3 signs	Maximum of 3 signs

The application proposes a maximum of three (3) signs per free-standing restaurant and per free-standing single tenant structure, one of which may be a free-standing monument sign. The number of signs and the provision for a free-standing monument sign is consistent with

that allowed by the Revised 1993 Zoning Ordinance, and Staff notes one existing restaurant, Ruby Tuesday, currently has a monument sign. The modification, as proposed, is applicable to the total aggregate square footage, not directly specified, and the individual sign area.

The aggregate sign area, not specified but noted above as two hundred (200) feet, represents a worst case scenario should two (2) building mounted signs and one (1) free-standing sign be permitted. At over three times the Ordinance standard, this amount would be excessive. Further, though permitted by the Ordinance, the provision for a free-standing monument sign per pad site would be in addition to two (2) primary identification signs, three (3) secondary identification signs, six (6) real estate monument signs, one (1) free-standing sign for the child care center, and (1) one free-standing sign for the automotive service station. The cumulative total of all signs may result in a proliferation of monument signs along roadways, suggesting that the center is catering to the motoring public rather than being the service-area based retail center it was intended.

Sign Exhibit 3B: Restaurant Drive-Thru Menu

	Revised 1993 Ordinance Standard	Proposed Modification
Maximum number of Signs	Maximum 2 signs	Maximum 2 signs
Aggregate Sign Area	30 square feet	150 square feet
Individual Sign Area	20 square feet for any one sign; 30 square feet for ground-mounted plus 1.5 multiplier	75 square feet
Sign Height	5 feet	8 feet

The Community Planning referral had identified this issue as resolved, noting the proposed signage had been reduced in size from that originally proposed. Upon further analysis, the application clarified the size of an individual sign, previously unspecified, as seventy-five (75) feet, but the maximum number of two (2) signs and the aggregate sign area of 150 square feet remain unchanged. With no change to the aggregate sign area, Staff cannot concur that a reduction was realized as the total impact would be the same. At seventy-five (75) square feet, an individual sign would realize a dimension of ten feet by eight feet (10' x 8'). With an aggregate sign area over five (5) times the Ordinance standard, staff considers this area excessive and out of scale with the building. As such, Staff recommends both the aggregate sign area and the individual sign area be reduced.

Sign Exhibit 7B: Directional Signs

	Revised 1993 Ordinance Standard	Proposed Modification
Maximum number of Signs	Not Specified	Maximum 4 signs per tenant
Individual Sign Area	4 square feet maximum for any one sign	16 square feet for any one sign
Sign Height	Not Specified	64 square feet per free-standing business

The application proposes four (4) directional signs per tenant with no limitation on the total number of signs allowed on the property at any one time. Currently, there are eight (8) pad sites, excluding the Burger King parcel which is not subject to the application. Given the provision that four (4) directional signs are allowed per tenant, there may be no upward limit to the number of directional signs permitted if current single-tenant redevelop as multi-tenant structures. Consequently, Staff recommends the total number of directional signs be reduced and limited to a specific number per building rather than tenant, or a maximum number for the property be specified.

Sign Exhibit 8A: Real Estate – Commercial For Sale (For Lease) Sign – Retail or Office

	Revised 1993 Ordinance Standard	Proposed Modification
Maximum number of Signs	1 sign for lots less than 10 acres; 2 signs for lots in excess of 10 acres	Maximum of 6
Individual Sign Area	20 square feet	75 square feet
Sign Height	6 feet maximum	8 ½ feet maximum

The application proposes no more than two (2) Real Estate signs for each in-line tenant and no more than one (1) Real Estate monument sign for each free standing building. A notation limits the number of real estate signs along any single public right-of-way frontage to three (3) signs at any one time. Staff is supportive of the identification of vacant in-line tenant spaces with real estate signage but cannot support the placement of multiple monument signs along the roadways. As previously noted, these monument signs would be in addition to free-standing restaurant, free-standing single tenant buildings, day care center, and automotive service center signs for each pad site as well as primary and secondary identification signage.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states "... (i)in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ..."

Standard *The glare or light that may be generated by the proposed use in relation to uses in the immediate area.*

Analysis The Ashburn Village Shopping Center Comprehensive Sign Plan proposes light that is both internally and externally illuminated. A condition of approval has been proposed that will limit glare and light trespass to nearby or adjacent properties.

Standard *The proposed location, lighting, and types of signs in relation to the proposed use, uses in the area, and the sign requirements of this Ordinance.*

Analysis The proposal provides a comprehensive sign plan for the Ashburn Village Shopping Center. However, modifications have been proposed that would

increase both the number and area of signs such that compatibility to adjacent residential uses cannot be guaranteed.

Standard *Whether the proposed special exception at the specified location will contribute to or promote the welfare and convenience of the public.*

Analysis The proposed signs will help guide the motoring public to the Ashburn Village Shopping Center. However, the number of signs proposed along roadway frontages is considered excessive and may be considered visual clutter.

VI. ATTACHMENTS	PAGE NUMBER
1. Review Agency Comments	
a. Planning Department, Community Planning	A-1
b. Building and Development, Zoning Administration	A-15
2. Disclosure of Real Parties in Interest	A-21
3. Applicant's Response to Referral Agency Comments	A-51
4. Statement of Justification	A-67
5. Ashburn Village Shopping Center Comprehensive Sign Plan	Attached

NOTE: Attachments are available electronically, and may be viewed at the Planning Department Front Counter or in the Building & Development File Room.